

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A system for creating a consumer's "true" consumption profile, comprising:
 - means for initially establishing a consumer's self-perceived consumption behaviour profile;
 - means for monitoring said consumer's behaviour to create an actual behaviour derived consumption profile;
 - means for comparing said consumer's self-perceived consumption behaviour profile with the consumer's actual behaviour derived consumption profile to identify consistencies and inconsistencies; and
 - means for creating a consumer's "true" consumption behaviour profile based on the consumer's self-perceived consumption behaviour profile and the consumer's actual behaviour derived consumption profile[.];
 - means for attributing a weighting to the consistencies and inconsistencies existing between the consumer's self-perceived consumption behaviour profile with the consumer's actual behaviour derived consumption profile; and
 - means for entering said consumer's reaction to said consistencies and inconsistencies.
2. (Cancelled)]
3. (Currently Amended) A system according to claim 1 [[2]], wherein said means for comparing said initial consumer profile with the tracked behaviour of said consumer further includes means for logging consistencies and inconsistencies between said

initial go-forward consumer profile and the tracked behaviour of said consumer in a reaction log.

4. (Original) A system according to claim 3, wherein said “true” consumption profile is created based on said reaction log.
5. (Original) A system according to claim 1, wherein the means for comparing are sporadically activated.
6. (Original) A system according to claim 1, wherein the means for comparing are activated at predetermined times.
7. (Original) A system according to claim 1, wherein the means for comparing are continuously activated.
8. (Original) A system according to claim 3, wherein said “true” consumption profile is continuously updated, and is used by said means for comparing after the establishment of the initial profile.
9. (Original) A system according to claim 1, wherein said means for establishing an initial consumer’s self-perceived consumption profile includes a questionnaire to be answered by said consumer.
10. (Original) A system according to claim 1, wherein said means for tracking said consumer’s actual consumption pattern behaviour include means for tracking inquiries and purchases.
11. (Original) A system according to claim 10, wherein said means for tracking said consumer’s behaviour further include means for tracking simulations.

12. (Original) A system according to claim 1, wherein said “true” consumption profile is used to establish an accurate consumer servicing approach by a vendor-user of said system.
13. (Original) A system according to claim 9, wherein said questionnaire is an industry-specific questionnaire.
14. (Original) A system according to claim 1, wherein said initial consumer profile is created with pre-existing historical data.
15. (Original) A system according to claim 3, wherein said “true” consumption profile is modified or not depending on said consumer reaction.
16. (Original) A system according to claim 1, wherein said true consumer profile is used to suggest products or services to said consumer.
17. (Previously Amended) A system according to claim 1, wherein said weighting is an industry accepted weighting.
18. (Cancelled)
19. (Cancelled)
20. (Cancelled)
21. (Cancelled)
22. (Cancelled)
23. (Cancelled)
24. (Cancelled)

25. (Original) A system according to claim 1, wherein said initial consumer profile is created with the use of industry specific profiling tools.